Modern Bride

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August 24, 1993

Ms. Inga Lambert
Media Buyer/Planner
Leo Burnett USA
35 West Wacker Drive
Chicago, IL 60601

Subject: Philip Morris USA

Dear Inga:

As you know, Jan McKillop is on maternity leave and I am filling in for her during this time. In so doing, I am responding to your letter regarding your good client Philip Morris USA and the 1994 franchise position report.

In addition to the current 1993 franchise positions, I'm please to be able to offer cover three position in our April/May 1994 issue. Because cover positions are so much in demand, we need to get your commitment by September 15. The 1993 cover positions close as indicated on the attached chart.

To this end, I have filled out the two forms sent to Jan. A copy of the report is being sent to Karen Morryshow at Philip Morris in New York City and to Bill Riley, our New York representative.

If you have any questions, please feel free to call me.

Cordially,

Carl Scichili
Midwest Advertising Manager

CJS:lam
Enclosures
c: Karen Morryshow
Leland Hoch
Bill Riley

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